

NATALIA SERNA

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CURRENT APPOINTMENT

Stanford University 09/2023 - Current
Assistant Professor of Health Policy

EDUCATION

University of Wisconsin - Madison
PhD in Economics 05/2023
MS in Economics 06/2019

Icesi University
MS in Economics 06/2015
Bachelor in Economics and International Business 02/2014

PAST APPOINTMENTS

University of Wisconsin - Madison 07/2021 - 06/2022
Research Assistant
Principal Investigator: Lorenzo Magnolfi.

University of Wisconsin - Madison 01/2019 - 06/2020
Research Assistant
Principal Investigator: Marguerite Burns.

RESEARCH FIELDS

Industrial Organization, Health Economics, Applied Microeconomics.

ORIGINAL PEER-REVIEWED PUBLICATIONS

Total publications: 5 Authors are organized in alphabetical order based on last names, unless otherwise stated.

Exogenous Exits, Market Structure, and Equilibrium Contracts in Healthcare. *Accepted at American Economic Review: Insights*

Magnolfi, L., Mommaerts, C., Serna, N., and Sullivan, C. (2024) The Rise of Urgent Care Centers: Implications for Competition and Access to Health Care. *Journal of Political Economy: Microeconomics*, 2(2), 201-243.

McNamara, C. and Serna, N., (2022). The Impact of a National Formulary Expansion on Diabetics, *Health Economics*, 31(11), 2311-2332.

Serna, N., (2021). Cost Sharing and the Demand for Health Services in a Regulated Market, (2021). *Health Economics*, 30(6), 1259-1275.

Burns, M., Dague, L., Saloner, B. Serna, N.*, Voskuil, K., Kim, N., and Look, K., (2020). Implementing Parity for Mental Health and Substance Use Treatment in Medicaid. *Health Services Research*, 55(4). *Statistical analysis. Administrative, technical, or material support.

Saloner, B., Dague, L., Friedsam, D., Serna, N.*, Voskuil, K., and Burns, M., (2019). Access to Care Among Individuals Who Experienced Medicaid Lockouts After Premium Nonpayment, *Journal of the American Medical Association, Network Open*, 2(11). *Statistical analysis. Administrative, technical, or material support.

PRE-DOCTORAL PUBLICATIONS

Total publications: 4 Authors are organized in alphabetical order based on last names, unless otherwise stated.

Martin, J., Riascos, A., and Serna, N., (2019). Welfare Effects of Switching Barriers Through Permanence Clauses: Evidence from the Mobiles Market in Colombia, *Telecommunications Research*, 43(4).

Riascos, A. and Serna, N., (2018). Machine Learning Based Program to Prevent Hospitalizations and Reduce Costs in the Colombian Statutory Health Care System, (2018). *International Journal of Knowledge Discovery in Bioinformatics*, 8(2).

Riascos, A., Romero, M., and Serna, N., (2018). Risk Adjustment Revisited using Machine Learning Techniques, *Proceeding Series of the Brazilian Society of Computational and Applied Mathematics*, 6(2).

Riascos, A. and Serna, N., (2017). Predicting Annual Length-of-Stay and its Impact on Health Costs: The Case of the Colombian Healthcare System, *Proceedings of Machine Learning Research*, 69.

WORKING PAPERS

The Role of Provider Networks in Individual Mortality. *With Giancarlo Buitrago, Paul Rodriguez-Lesmes, Marcos Vera-Hernandez*

Determinants of Provider Networks: Risk Selection vs. Network Formation Costs.

Do Payment Contracts in Healthcare Influence Medical Treatment Decisions? *With Cici McNamara*

Health Insurer Gatekeeping.

Centralized and Decentralized Equilibria in Provider Networks.

Enrollee Reassignment Rules after Health Plan Terminations. *With Giancarlo Buitrago, Paul Rodriguez-Lesmes, Marcos Vera-Hernandez*

CONFERENCE PRESENTATIONS

California Health Economics Conference	Los Angeles, CA, 11/2024
American Society of Health Economists (ASHEcon)	San Diego, CA, 06/2024
Bates White Life Sciences Symposium	Washington D.C., 05/2024
International Industrial Organization Conference (IIOC)	Boston, MA, 05/2024
Health Economics and Policy Innovation Collaborative (HEPIC)	Atlanta, GA, 04/2024
National Bureau of Economic Research, Spring Meeting (NBER IO)	Stanford, CA, 02/2024
Junior Health Economics Summit	Canada, 02/2024
Becker Friedman Institute, Women in Empirical Microeconomics	Chicago, IL, 09/2023
National Bureau of Economic Research, Summer Institute (NBER IO)	Boston, MA, 07/2023
International Industrial Organization Conference (IIOC)	Washington D.C., 04/2023
Stanford Institute for Theoretical Economics (SITE)	Stanford, CA, 07/2022
American Society of Health Economists (ASHEcon)	Austin, TX, 06/2022
International Industrial Organization Conference (IIOC)	Boston, MA, 04/2022
Midwest Economics Association (MEA)	Minneapolis, MN, 03/2022
Association for Public Policy Analysis and Management (APPAM)	Austin, TX, 11/2021
Midwest Economics Association (MEA)	Virtual, 03/2021
American Society of Health Economists (ASHEcon)	Virtual, 06/2021

TEACHING EXPERIENCE

Health Care Systems Around the World (Undergraduate) Winter 2025
Department of Human Biology, Stanford University.

R Software (Master's) Spring 2019
Department of Economics, University of Wisconsin - Madison.

Elementary Matrix and Linear Algebra (Undergraduate)
Department of Mathematics, University of Wisconsin - Madison.

Fall 2018

Principles of Economics 101 (Undergraduate)
Department of Economics, University of Wisconsin - Madison

Fall 2017, Spring 2018

FELLOWSHIPS AND AWARDS

Discovery Innovation Fund Stanford University	2025
Rosenkranz Prize Stanford University	2024
Caves Dissertation Fellowship Department of Economics, University of Wisconsin - Madison	2022
Richard E. Stockwell Dissertation Fellowship Department of Economics, University of Wisconsin - Madison	2021
Summer Fellowship Department of Economics, University of Wisconsin - Madison	2019

REVIEW SERVICE

American Economic Review, National Science Foundation, Economic Journal, Health Economics, B.E. Journal of Economic Analysis and Policy.